

Opportunities and Exploration of business English Teaching under the background of "Belt and Road" strategy

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Abstract: Since President Xi Jinping proposed the construction of "Belt and Road", our country has launched a new pattern of opening to the outside world. The "Belt and Road" has accelerated the cooperation between Chinese and foreign enterprises, making domestic business services more frequent. This means that in the context of the new era, business English, as a language of communication between international trade, has attracted more and more attention. Business English teaching is also full of opportunities and challenges. This paper will discuss the opportunities and development paths of business English in the context of "Belt and Road".

1. Introduction

Since 2013, general secretary Xi Jinping began to reclaim the Silk Road and build the Silk Road Economic Belt. In the same year, he announced the opening of the construction of the maritime Silk Road in twenty-first Century, and announced the comprehensive promotion of "one belt and one road" in 2015. So far, the Chinese economy has entered a new stage. China's economy has gradually left the country, and China has begun to integrate into the construction of a globalized economy. . In this context, the demand for business English talents is also increasing. Therefore, in the current environment, business English teaching is full of opportunities. How to adapt to the trend and train more business English talents is the main content of this paper.

2. What is "one belt and one road"?

In order to accelerate the domestic economy to go abroad and integrate into globalization better, the country will introduce both investment and technology, thus promoting the rapid development of its economy, and accelerating the pace of innovation, so as to make the economy develop towards high quality and high standardization.

At the same time, the construction of "one belt and one road" has promoted the deep integration of the market and expanded the scope of cooperation. The concept of "one belt and one road" has been supported and recognized by the developing countries through open, inclusive, balanced and inclusive development. It has made great contribution to the innovation and upgrading of the globalized economy [1]. At present, the construction of "one belt and one road" involves more than 60 countries along the Silk Road along the sea and the road, and even countries that are not planning in the "one belt and one road" construction plan have thrown olive branches to China to apply for the construction of "one belt and one Road". Therefore, "one belt and one road" has developed into such a big economic circle in a short span of a few years. The construction of "one belt and one road" has not only strengthened the integration of overseas and domestic economies, but also promoted the cultural integration of different countries. "One belt and one road" has attracted many foreign tourists to experience Chinese culture and boost domestic tourism consumption by nearly 100 billion US dollars. At the same time, "along the way" along the lines of China's cities, such as Ningxia, Yunnan, Xinjiang and other places are very ethnic characteristics of the region, foreign tourists here can better

experience the broad and profound Chinese culture.

"One belt and one road" has not only sped up the development of China's economy, but also benefited from all the countries participating in the "one belt and one way" construction. They all felt the advantage of globalization [2]. The "one belt and one road" is a shared economy. Only with the development of both sides can we achieve stable and long-term cooperation. Business English as a bridge for communication and cooperation between enterprises and enterprises under the background of "one belt and one road" will be full of potential for development.

3. Opportunities for developing business English Teaching in "one belt and one road".

The construction of "one belt and one road" has a good role in promoting the economic development of our country. At the same time, "one belt and one road" as a new development strategy just put forward by new times, faces various challenges in various aspects, and the country is also constantly improving the construction of "one belt and one road". But in general, the "one belt and one way" has already performed very well in the initial stage of development, and has been recognized by many countries in a short time. At the same time, under the development strategy of "one belt and one road", there are various opportunities in the economic society. The following is elaborated in several aspects.

3.1 The development of "one belt and one road" is highly valued by the state.

The strategy of "one belt and one way" in the Yangtze River economic belt and the coordinated development strategy of Beijing, Tianjin and Hebei are the three major economic strategies of the national "13th Five-Year plan". The difference between the "one belt and one way" strategy is two other economic strategies, which is based on the strategy of promoting globalization. The purpose of the "one belt and one way" strategy is to bring Chinese enterprises to the national market and encourage Chinese enterprises to go global. China advocates an active policy of opening to the outside world. This also shows that with the strong support of the country, more and more enterprises will start to go abroad and go to the world. As a result, the demand for business English talents is constantly increasing. Therefore, business English teaching has great potential in the context of "one belt and one road" strategy.

3.2 Requirements for business English talents under the background of "one belt and one road"

Nowadays, for the enterprises going abroad, they represent the image of China. Therefore, in the context of economic globalization, enterprises need a high-quality business English talents to help them complete the negotiation work if they want to cooperate with foreign companies. For higher and higher business English requirements, business English teaching must be constantly reformed and innovating, so as to train business English talents who can better adapt to the development of "one belt and one road" business. Although the current business English teaching mode has already trained many advanced talents for Chinese enterprises, but under the impact of the new era, these old business English teaching modes can no longer meet the effective implementation of the "one belt and one way" strategy. Therefore, in the new environment, the demand for new talents in business English becomes huge, which forces the relevant businesses. Business English teaching institutions should comply with the requirements of the times and make timely reforms and innovations in business English teaching.

3.3 The change of training ideas of business English talents under the background of "one belt and one road"

With the steady progress of the "one belt and one way" strategy, more than sixty countries are willing to cooperate with China. Different countries have different cultures, and the cultural differences between the countries along the "one belt and one road" construction are relatively large. Before that, most of the open areas of business English were in Europe and America, which also

reflected from the side. Before that, China's foreign economic cooperation mainly focused on opening up European and American markets. At the same time, business English teaching also conformed to the trend of the times and increased the understanding of European and American culture. But for the current situation, the "one belt and one way" is facing not only the European and American markets, but also the East Asian and European markets, more specifically, in Central Asia, South Asia, Western Asia and Southeast Asia. In view of the current operation of the "one belt and one way" economic development strategy, many countries outside the "one belt and one road" line are willing to join the construction of "one belt and one road". And these regions are rich in culture, business negotiation and business etiquette are far more than the corresponding etiquette in Europe and the United States, or even quite different. If we continue to use the original business English teaching mode in Europe and America to train talents to adapt to the business English communication between countries in the "one belt and one way" construction, it is likely to lead to cultural differences, resulting in the failure of business negotiations. Therefore, the continuous development of "one belt and one road" has brought great challenges to business English teaching. However, there are infinite opportunities hidden behind the challenges. Who can grasp opportunities and face difficulties in time, and who can contribute to the development of the times.

3.4 The strategy of "one belt and one road" requires highly qualified business English talents.

"One belt and one road" is one of the important economic strategies of 13th Five-Year, and its effective development is supervised and managed by the state. For the construction of "one belt and one road", the state demands high quality and high standards. Therefore, the selection of talents should also be high-quality, high-skilled business English talents. This is also full of opportunities for business English teaching. "One belt and one road" as an important strategy to strengthen economic cooperation along the line and promote the overall opening of the country is closely related to the development of the country. Therefore, the demand for business English talents is more clear. "Along the way" has gradually become a new strategy of global economic growth through the continuous development of these years. At the same time, due to more frequent exchanges between countries, more and more business cooperation and activities between countries, the demand for business English talents and standards will not be limited to the original business English standards. This is a new opportunity for business English teaching and training.

4. The main path of the development of business English in "one belt and one road"

4.1 Innovating Business English Talents Training Model

If we want to adapt to the development of the times and adapt the talents trained in Business English teaching to the countries along the "one belt and one road" construction, we should stand at a higher perspective to find business English opportunities under the background of "one belt and one road". The existing business English teaching mode has existed for many years. For such a long time, business English has not been unchanged. It is also constantly developing and innovating, and has trained a large number of business English talents for our country. However, in the new era, China is in a critical period of great rejuvenation. All kinds of economic development strategies are advancing actively. The rapid change of the times environment requires us to catch up with the pace of the times in all aspects. Although this is the initial stage of the development strategy of "one belt and one road", it is the new things that are highlighted at the initial stage that are not easily discovered by people, but they are full of opportunities and challenges. Who can grasp who can stand in the new environment background in time.

Therefore, as the relevant universities or institutions of business English talents training can conform to the trend of national development, timely understand what kind of business English talents the country needs under the background of economic transformation. In order to adapt the business English talents to the complex and comprehensive open environment, they should actively meet the requirements of the national strategy under the standard of business English teaching, and

train the business people. Business English talents should meet the needs of the national development strategy. Therefore, it is necessary for business English training colleges and universities nuclear institutions to constantly innovate personnel training mode.

4.2 Business English teaching should revolve around "one belt and one road".

As the "one belt and one way" open development strategy supported by the state in the new era, relevant business English teaching reform should focus on the development strategy of "one belt and one road". Because many unprecedented changes have been made in the construction of "one belt and one road", the most important thing is that the open object is no longer related to Europe and the United States, but to expand to Southeast Asia and other countries. As a result, market participants have changed. At the same time, due to the changes in the object of opening up, the cultural differences faced by different countries are also different. With more and more domestic enterprises going out of the country, the relevant business English training process requires students not only to understand the economic level, cultural customs and consumption level of all countries, but also to bring forth new ideas and actively carry out business English teaching activities that are conducive to the development of "one belt and one Road". The new teaching mode needs to incorporate the new development strategy into the teaching. The comprehensive changes of these factors should be taken into account, and timely adjustments should be made to adapt to the development of the times so as to cultivate more excellent business English talents who can adapt to the development of the times.

4.3 Emphasize the professionalism and skill of Teachers

While training business English talents, we should also pay attention to the development of relevant teachers. Although some of the current business English teachers in nuclear counseling institutions in Colleges and universities are experienced and have decades of teaching experience, they are all business English teachers who grew up in the background of opening up in the old era. If we still use the original teaching mode to educate students, it may be difficult to cultivate them. To cultivate business English talents adapting to the current "one belt and one way" development strategy. However, the teaching ability of these teachers can not be neglected, so relevant colleges and counseling institutions should timely train full-time teachers to meet the requirements of the times and strengthen their business English skills, so that in the teaching process, teachers can ensure that the latest business English teaching content is imparted to students. At the same time, the relevant universities and guidance institutions should recruit strict business English teachers while developing strict selection criteria. They should select Business English teachers who can actively adapt to the development strategy of "one belt and one road" and grasp the situation of developing national culture and customs along the line. Business English teachers'skills training and strict recruitment requirements can ensure the effective implementation of business English teaching.

4.4 Focus on Social Practice

In the process of business English teaching, we should not confine ourselves to the explanation of knowledge in textbooks. We should pay attention to combining theory with practice and train students'business English adaptability in practice. Therefore, relevant colleges and universities should take practical teaching as a key step in training business English talents. "One belt and one road" is an innovative move made in the course of development with Chinese characteristics. No other country has the relevant experience to draw lessons from. We can only explore and summarize the cultural exchange and business negotiation mode of the countries along the line. At the beginning of training business English talents, we should pay attention to practical teaching, so that students can adapt to the operation and application of business English in practice more quickly. It can effectively improve the efficiency of personnel training and meet the needs of the country.

5. Conclusion

In general, business English teaching has great opportunities under the background of "one belt

and one way" strategic development. At present, it is the initial stage of the development of "one belt and one road". There are many challenges for all opportunities. Only by being brave enough to seize opportunities and be good at reform and innovation, can we ensure that teachers in Business English teaching can cultivate talents who can meet the needs of national development and carry out actively. Students' practical teaching, I believe that business English in the new era will cultivate more talents and contribute to the development of the country.

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